

## APPLICATION FOR LODGING TAX FUNDS FROM THE CITY OF WALLA WALLA

Lodging Tax Funds may be used for any or all of the following: (1) tourism marketing, (2) marketing and operations of special events and festivals designed to attract tourists, (3) supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality, or (4) supporting the operations of tourism-related facilities owned or operated by nonprofit organizations.

Date:
Requesting Organization:
Contact Person:
E-mail:
Phone:
2017 Tourism-Related Activity:
<div style="display: flex; justify-content: space-around; margin-bottom: 10px;"><span>Start Date: _____</span><span>End Date: _____</span></div> <div style="display: flex; justify-content: space-around;"><span>Event type (<i>check</i>): Marketing _____</span><span>Festival/Event _____</span><span>Facility _____</span></div>

**Note:** 1. You may submit a request for funds for each type of event or more than one in each category. For each request attach a sheet with information describing the festival/event, facility or marketing plan. For each category and request for funds, indicate your total budget and how much you are requesting from the City.

2. Your application, for each request for funds, should show or explain how any money received will result in an increase in the number of people traveling to Walla Walla for business or pleasure on a trip:

- a. Away from their place of residence or business and staying overnight in paid accommodations;
- b. To a place 50 miles or more one way from their place of residence or business for the day or staying overnight; or
- c. From another county or state outside of their place of residence or their business.

3. If you are granted funds, you will, at the end of each grant year, be required to submit a report to the City describing the actual number of people traveling for business or pleasure on a trip:

- a. Away from their place of residence or business and staying overnight in paid accommodations;
- b. To a place 50 miles or more one way from their place of residence or business for the day or staying overnight; or
- c. From another county or state outside of their place of residence or their business.

Total Activity Budget:	\$
Total Lodging Tax Requested:	\$

Note: The above information (Total Activity Budget and Total Lodging Tax Requested) should be provided for each festival/event, facility and/or marketing request for which funds are requested. In your application, please indicate when the grant funds would be needed. LTAC funds are distributed as received over the year.

	<b>Projected</b>
1. Overall Attendance	
2. Attendees Traveling > 50 miles	
3. Attendees from Out of State	
4. Attendees Staying Overnight	
5. Paid Lodging Nights	

Note: Whether the application is for funds or marketing, festival/event or facility, provide the projected /estimated numbers for each of the above categories, 1-5, that apply.

1. Overall Attendance is all spectators and participants
2. Attendees Traveling > 50 miles are out-of-town spectators and out-of-town participants
3. Attendees from Out of State are attendees from out-of-state
4. Attendees Staying Overnight is the total out-of-town spectators and out-of-town participants multiplied by the estimate nights of stay
5. Paid Lodging Nights is the number of attendees staying overnight divided by two people to a room

In addition to the attached sheets as above-requested, you may submit any additional information or documents relevant to and supportive of your request(s) for funds.